

Rep Order# 6853249 Ver# 1 Status New
EC'd Yes

Traffic Order# 6853249

Printed: 09/17/2012 1:07 PM
Last Received: 09/17/2012 12:59 PM
Showing Buylines: All Lines

1 of 3

Station KTNV-TV LAS VEGAS, NV
Advertiser () .HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1428
Buyer Shira Levy
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1428
Flight Dates 09/18/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HOUSE MAJORITY PAC SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER

CONTRACT TOTAL IS \$40,000

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	430A-459A	ACTION NEWS @ 430AM	:30	\$150.00	09/18-09/21	1	1	1	\$150.00	
	2	M-F	6A-7A	6AM NEWS	:30	\$750.00	09/24-09/28	1	1	1	\$750.00	
	3	TU-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	09/18-09/21	1	1	1	\$750.00	
	4	SA	5A-6A	SATURDAY 5AM NEWS	:30	\$450.00	09/22-09/29	1	2	2	\$900.00	
	5	SA	6A-7A	SATURDAY 6AM NEWS	:30	\$750.00	09/22-09/29	1	2	2	\$1,500.00	
	6	SA	7A-8A	SATURDAY G.M.A.	:30	\$850.00	09/22-09/29	1	2	2	\$1,700.00	
	7	SA	8A-9A	SATURDAY 8AM NEWS	:30	\$750.00	09/22-09/29	1	2	2	\$1,500.00	
	8	SU	5A-6A	SUNDAY 5AM NEWS	:30	\$450.00	09/23-09/30	1	2	2	\$900.00	
	9	SU	8A-9A	SUNDAY 8AM NEWS	:30	\$750.00	09/23-09/30	1	2	2	\$1,500.00	
	10	TU-F	9A-10A	THE MORNING BLEND	:30	\$400.00	09/18-09/21	2	1	2	\$800.00	
	11	M-F	5P-530P	5PM NEWS	:30	\$900.00	09/24-09/28	1	1	1	\$900.00	

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						Agency C/P1/P2/E	79/86/1428	Sales Office	() PHILADELPHIA				
						Flight Dates	09/18/2012 - 10/01/2012	Salesperson	() ANJIE BRADY				
						Hiatus Weeks		Salesperson Phone#	215-567-6005				
								Salesperson FAX#	215-567-5938				
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	12	TU-F	6P-630P	6PM NEWS		:30	\$1,000.00	09/18-09/21	1	1	1	\$1,000.00	
	13	SU	6P-7P	SUNDAY 6PM NEWS		:30	\$850.00	09/23-09/30	1	2	2	\$1,700.00	
	14	TU-F	7P-730P	ACCESS HOLLYWOOD		:30	\$850.00	09/18-09/21	1	1	1	\$850.00	
	15	M-F	730P-8P	MILLIONAIRE		:30	\$850.00	09/24-09/28	1	1	1	\$850.00	
	16	TU	10P-11P	PRIVATE PRACTICE		:30	\$4,500.00	09/18-09/25	1	2	2	\$9,000.00	
	17	SU	7P-8P	AMERICA'S FUNNIEST VIDEOS		:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
	18	TU-F	11P-1135P	LATE NEWS		:30	\$1,750.00	09/18-09/21	1	1	1	\$1,750.00	
	19	SA	11P-1135P	SATURDAY LATE NEWS		:30	\$1,250.00	09/22-09/29	1	2	2	\$2,500.00	
	20	M-F	430A-459A	ACTION NEWS @ 430AM		:30	\$150.00	09/24-09/28	1	1	1	\$150.00	
	21	M	6A-7A	6AM NEWS		:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
	22	M	7A-9A	GOOD MORNING AMERICA		:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
	23	M-F	9A-10A	THE MORNING BLEND		:30	\$400.00	09/24-09/28	2	1	2	\$800.00	
	24	M	5P-530P	5PM NEWS		:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
	25	M-F	6P-630P	6PM NEWS		:30	\$1,000.00	09/24-09/28	1	1	1	\$1,000.00	
	26	M-F	7P-730P	ACCESS HOLLYWOOD		:30	\$850.00	09/24-09/28	1	1	1	\$850.00	
	27	M	730P-8P	MILLIONAIRE		:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	28	M	11P-1135P	LATE NEWS		:30	\$1,750.00	10/01-10/01	1	1	1	\$1,750.00	

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	29	TU-F	2P-3P	JEFF PROBST	:30	\$350.00	09/18-09/21	1	1	1	\$350.00	
	30	M	2P-3P	JEFF PROBST	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	

---REPORT TOTALS---

Report Totals: 41 / \$40,000.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$34,650.00 Oct 12: 6 / \$5,350.00

Sales Totals: 41 / \$40,000.00

Station Totals: 41 / \$40,000.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$222,222	KBLR	0%	KLAS	34%	KSNV	25%	KTNV	18%	KTUD	1%
		KVCW	1%	KVMY	1%	KVVU	20%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE